

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (canceled)

1 Claim 2 (currently amended): A system including one or  
2 more computers on a network for automatically targeting  
3 Web-based advertisements, the system comprising:  
4 an indexer to identify advertisements relative to a  
5 query, wherein identified advertisements describe  
6 characteristics relative to at least one of a product and  
7 a service;  
8 a scorer to score the advertisements according to  
9 match between the query and the characteristics of the  
10 identified advertisements;  
11 an advertising creative generator to ~~[[generate]]~~  
12 create an advertising creative~~[[, -based on]]~~ dynamically  
13 using at least the characteristics of at least one such  
14 identified advertisement, to include in the corresponding  
15 advertisement, wherein the advertising creative generator  
16 further uses terms from the query to summarize the at  
17 least one of a product and a service described by the  
18 advertisement in the advertising creative dynamically;  
19 and  
20 a targeting component to provide at least some of  
21 the advertisements as Web-based content,  
22 wherein a numerical score is assigned to the  
23 identified advertisements based on a degree of the match.

1 Claim 3 (original): A system according to Claim 2,  
2 wherein the numerical score is determined relative to at  
3 least one of a content match and a categorical match.

1 Claim 4 (original): A system according to Claim 2,  
2 further comprising:  
3 a sorter to sort at least some of the identified  
4 advertisements by the numerical score.

1 Claim 5 (original): A system according to Claim 4,  
2 further comprising:  
3 a selector to select at least some of the sorted  
4 identified advertisements relative to a predefined  
5 threshold.

Claims 6-12 (canceled)

1 Claim 13 (currently amended): A system according to  
2 Claim 2, wherein the dynamically created advertising  
3 creative is provided as part of the at least some of  
4 the advertisements.

Claim 14 (canceled)

1 Claim 15 (currently amended): A computer-implemented  
2 method for automatically targeting Web-based  
3 advertisements, comprising:  
4 identifying, by a computer system including one  
5 or more computers on a network, advertisements  
6 relative to a query, wherein identified advertisements  
7 describe characteristics relative to at least one of a  
8 product and a service;

9           scoring, by the computer system, the  
10       advertisements according to a degree of a match  
11       between the query and the characteristics of the  
12       identified advertisements;  
13       creating ~~[[generating]]~~, dynamically by the  
14       computer system, an advertising creative, ~~[[based on]]~~  
15       using at least the characteristics of at least one  
16       such identified advertisement, to include in the  
17       corresponding advertisement, wherein the act of  
18       dynamically creating the advertising creative further  
19       uses terms from the query to summarize the at least  
20       one of a product and a service described by the  
21       advertisement in the advertising creative dynamically;  
22       and  
23       providing, by the computer system, at least some  
24       of the advertisements as Web-based content.

Claim 16 (canceled)

1       Claim 17 (previously presented): The  
2       computer-implemented method according to Claim 15,  
3       further comprising:  
4       determining, by the computer system, the  
5       numerical score relative to at least one of a content  
6       match and a categorical match.

1       Claim 18 (previously presented): The  
2       computer-implemented method according to Claim 15,  
3       further comprising:

4 sorting, by the computer system, at least some of  
5 the identified advertisements by the numerical score.

1 Claim 19 (previously presented): The  
2 computer-implemented method according to Claim 18,  
3 further comprising:  
4 selecting, by the computer system, at least some  
5 of the sorted identified advertisements relative to a  
6 predefined threshold.

1 Claim 20 (previously presented): The  
2 computer-implemented method according to Claim 15,  
3 further comprising:  
4 filtering, by the computer system, the identified  
5 advertisements relative to at least one of a country,  
6 locale, language, and daily budget.

1 Claim 21 (previously presented): The  
2 computer-implemented method according to Claim 15,  
3 further comprising:  
4 ranking, by the computer system, the identified  
5 advertisements using a selection criteria; and  
6 ordering, by the computer system, at least some  
7 of the ranked identified advertisements.

1 Claim 22 (previously presented): The  
2 computer-implemented method according to Claim 21,  
3 further comprising:

4           selecting, by the computer system, at least some  
5           of the ordered identified advertisements relative to a  
6           ranking cutoff, the ranking cutoff being a product of  
7           a fixed cost and a variable cost.

1           Claim 23 (previously presented): The  
2           computer-implemented method according to Claim 21,  
3           further comprising:  
4           evaluating, by the computer system, the selection  
5           criteria based on at least one of a fixed cost,  
6           variable cost, and random factor associated with one  
7           or more of the identified advertisements.

1           Claim 24 (previously presented): The  
2           computer-implemented method according to Claim 23,  
3           further comprising:  
4           applying, by the computer system, at least one of  
5           an acceptable fixed cost and an acceptable variable  
6           cost as the selection criteria.

1           Claim 25 (previously presented): The  
2           computer-implemented method according to Claim 23,  
3           further comprising:  
4           providing, by the computer system, at least one  
5           of the fixed cost and the variable cost as part of the  
6           characteristics of the identified advertisements.

Claims 26-29 (canceled)

1 Claim 30 (currently amended): An apparatus for  
2 automatically targeting Web-based advertisements,  
3 comprising:  
4 a) one or more processors;  
5 b) one or more input devices; and  
6 d) one or more storage devices storing  
7 processor-executable instructions which, when  
8 executed by one or more processors, perform a method  
9 of:  
10 (i) identifying advertisements relative to a query,  
11 wherein identified advertisements describe  
12 characteristics relative to at least one of a product  
13 and a service;  
14 (ii) scoring the advertisements according to a  
15 degree of a match between the query and the  
16 characteristics of the identified advertisements;  
17 (iii) dynamically creating ~~[[generating]]~~ an  
18 advertising creative ~~[[based on]]~~ using at least the  
19 characteristics of at least one such identified  
20 advertisement, to include in the corresponding  
21 advertisement, wherein the act of dynamically creating  
22 the advertising creative further uses terms from the  
23 query to summarize the at least one of a product and a  
24 service described by the advertisement in the advertising  
25 creative dynamically; and  
26 (iv) providing at least some of the advertisements  
27 as Web-based content.

Claims 31 and 32 (canceled)

1 Claim 33 (currently amended): The system according to  
2 Claim 2, wherein the characteristics of at least one such  
3 identified advertisement which are used in creating the  
4 advertising creative ~~[[is based on]]~~ includes at least  
5 one of (A) a merchant name, (B) a product or service  
6 name, (C) a Uniform Resource Locator address to identify  
7 online product or service information, (D) a price of a  
8 product or service, (E) a assigned category of a product  
9 or service, (F) a type of product or service, (G) a  
10 classified category of a product or service, and (H) a  
11 confidence level of a classified category assigned to a  
12 product or service.

1 Claim 34 (currently amended): The computer-implemented  
2 method according to Claim 15, wherein the characteristics  
3 of at least one such identified advertisement which are  
4 used in creating the advertising creative ~~[[is based on]]~~  
5 includes at least one of (A) a merchant name, (B) a  
6 product or service name, (C) a Uniform Resource Locator  
7 address to identify online product or service  
8 information, (D) a price of a product or service, (E) a  
9 assigned category of a product or service, (F) a type of  
10 product or service, (G) a classified category of a  
11 product or service, and (H) a confidence level of a  
12 classified category assigned to a product or service.